



Hitachi Consulting UK Enters Healthcare Market and Appoints Industry Expert to Establish Practice and Spearhead Momentum

Adrian Conduit, seasoned practitioner with several years' experience with leading national and global management consultancies to lead the strategic charge into new market opportunities

LONDON, UK — 29 February 2012 — Hitachi Consulting UK today announced its move into the Healthcare market. Adrian Conduit has been appointed Director of Business Development, heading up the new Healthcare Practice in the UK. With a well-established track record in team and business development and performance management, coupled with a clinical background as a biomedical scientist and a wealth of management consultancy experience within the Healthcare market, Mr. Conduit is tasked with building the new practice and making inroads into new business opportunities.

Mr. Conduit joins Hitachi Consulting UK from KPMG LLP, where he was responsible for the development of the UK Healthcare practice. Mr. Conduit has held senior positions at Ernst & Young LLP, BearingPoint Ltd and most recently KPMG LLP. With a career in the healthcare industry spanning over 25 years with responsibilities for managing budgets in excess of £50m, Mr. Conduit is well placed to lead the charge in understanding the business and technology issues and constraints placed on healthcare providers, acute trusts and commissioners.

The new Healthcare practice will offer vertical enterprise solutions that leverage Hitachi Consulting's industry-leading technology alliance partnerships to address customers' IT needs with solutions that include comprehensive consultancy services and project management capabilities, supported with a comprehensive library of tools and resources that provide a competitive edge.

"2012 will be a very challenging year for Healthcare in the UK as it begins to comprehend and rise to the challenges that lie ahead due to the constraints of trying to achieve more with less," said Adrian Conduit, Director of Business Development, Healthcare Practice, Hitachi Consulting UK. "The notion of 'Joined Up Services' doesn't have to be a non attainable holy grail, but with the aggregation of functions; a shared services network between partnering healthcare trusts, for example, in the area of the reconfiguration of pathology services, significant efficiencies can be realised and more importantly, frontline services can be improved via the enablement of technology to help deliver key targets and commitments."

"Hitachi Consulting's focus on vertical market practices aligns well with our partner framework and delivery methodologies," said John O'Brien, Executive Vice President, Hitachi Consulting UK. "With Adrian Conduit on board, we are extremely confident that we can create collaborative technology-enabled solutions that are responsive to the issues and ongoing challenges our

customers face, especially in these austere times when healthcare professionals are being asked to achieve more with sometimes a smaller slice of the budget.”

About Hitachi Consulting Corporation

Hitachi Consulting is the global business and IT consulting company of Hitachi Ltd. with operations throughout North America, Europe, the Middle East and Asia. The company is a recognised leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business intelligence needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment and maintenance, our management consultants are committed to helping clients quickly realise measurable business value and achieve sustainable return on investment (ROI). Hitachi Consulting's client base includes 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement. For more information, visit www.hitachiconsulting.co.uk

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totalled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at www.hitachi.com

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